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BUSCH: Disson Furst & Partners changes name to Tailwind Sports

(WASHINGTON, DC) -- In a move that launches a new direction for the company, the national sports marketing firm Disson Furst and Partners has been re-named Tailwind Sports and will now concentrate its business in two primary areas: cycling and ...

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(WASHINGTON, DC) -- In a move that launches a new direction for the company, the national sports marketing firm Disson Furst and Partners has been re-named Tailwind Sports and will now concentrate its business in two primary areas: cycling and motorsports.

Tailwind Sports owns and manages the U.S. Postal Service Pro Cycling Team, featuring Lance Armstrong, who won the last two Tour de France races. The motorsports division has created and oversees several national marketing programs, including the Nestle Nesquik Racing Team, which won the 2000 NASCAR Busch Series Championship and the Chef Boyardee sponsorship of Joe Gibbs Racing, which won the NASCAR Winston Cup Championship in year 2000.

"Tailwind Sports will build on the tremendous success we have already achieved in motorsports and cycling," said Managing Director Cindy Sisson. "There is great synergy between these two areas and they will be the foundation for the company's future growth."

Tailwind Sports will be led by three sports marketing veterans and the founders of Tailwind Sports' predecessor DFP: Allen Furst, its Managing Director; Cindy Sisson, its Managing Director who will oversee the motorsports division; and Mark Gorski, its new CEO. The company's Board of Directors, giving full support to the new direction of the company, includes Thomas Weisel, Harvey Schiller, Terry Lee, Jody Gessow, Emily Pottruck, and Joseph Vittoria.

"By fine-tuning the strategic direction of Tailwind Sports, we will enhance our ability to be innovators and leaders in cycling and motorsports," said Thomas Weisel, Chairman of the Board, as well as Chairman and CEO of Thomas Weisel Partners. "These changes were a collective decision among all partners and the Board of Directors. We all believe the company is now positioned to take advantage of the unique opportunities ahead in the sports industry."

Tailwind Sports has finalized several major deals, which will be announced in the coming weeks.

Tailwind Sports is a national sports marketing company with over 50 employees and has offices in the Washington DC, San Francisco, CA, Charlotte, NC, and Daytona Beach, FL, areas.

-Bill O'Neil